

Agenda - Maple Avenue Commercial Corridor Zoning Update

- Welcome
- Summary of Steering Committee Meeting #1
- Dry Run for Council Work Session Presentation Review
 - *Gray slides for SC presentation only/Tan slides for Town Council presentation*
 - Message and Storyline
 - Content
 - Matrix of Vision Elements with Illustrations
- Next Steps

Town of Vienna Maple Avenue Commercial Corridor Zoning Update – **Steering Committee Meeting #2**, December 5, 2012

Agenda - Maple Avenue Commercial Corridor Zoning Update

- Welcome and Introductions
- Presentation
 - Study Parameters
 - Role of Steering Committee
 - Baseline Today - Current Conditions along the Corridor
 - Past Studies on Maple Avenue
 - Vision Elements
- Next Steps

Town of Vienna Maple Avenue Commercial Corridor Zoning Update – Town Council Work Session

What is Our Charge?

Charge is to frame a vision, from which the code for the commercial corridor of Maple Avenue can be updated

RFP Request:

Preparation of amendments to the current Zoning Ordinance consistent with the Town's Comprehensive Plan, and the current zoning and planning principles for increased building heights along the Maple Avenue West and East Corridor (not a Market or Traffic Study)

Study Boundaries



Town Council Guidance for Study

- Assume Height Maximum of 54'
- Setback from ROW of 15'

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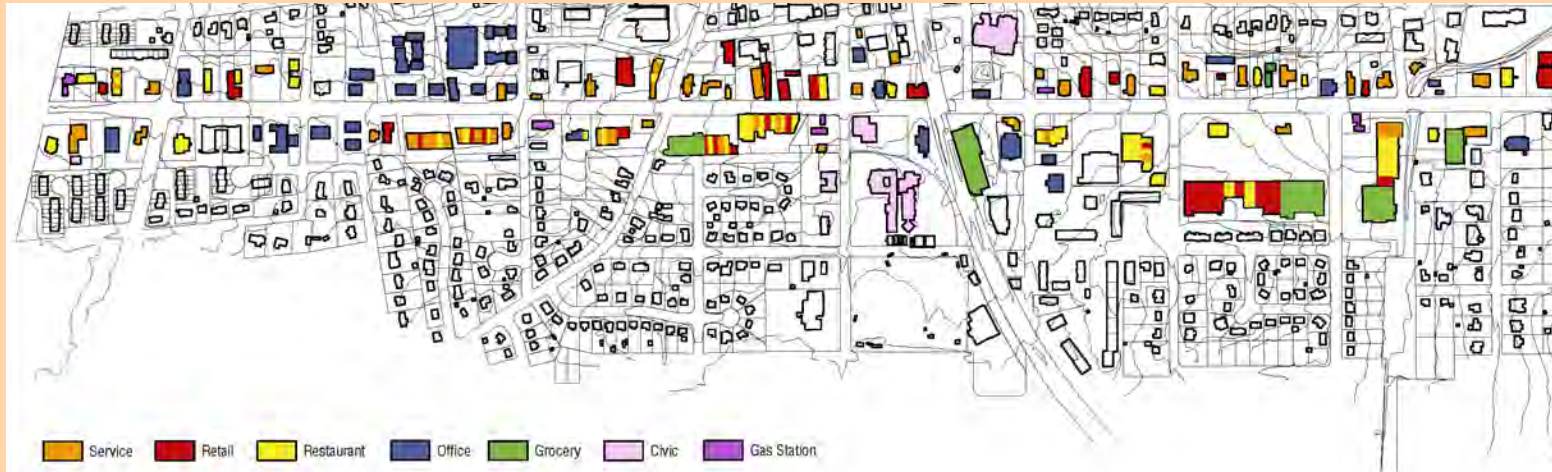
Role of Steering Committee

- Broad Representation of Town
 - Business Community
 - Large Landowner/Employer
 - Land use/Land development/Construction
 - Realtor
 - Town Business Liaison Committee
 - Community Enhancement Committee
 - Neighborhoods
 - BAR/Planning Commission
- Serve as Advisors to Consultant Team and Town Council
- Series of four meetings at beginning of process; joint meetings with Town Commissions and attendance at public meeting and Council work sessions

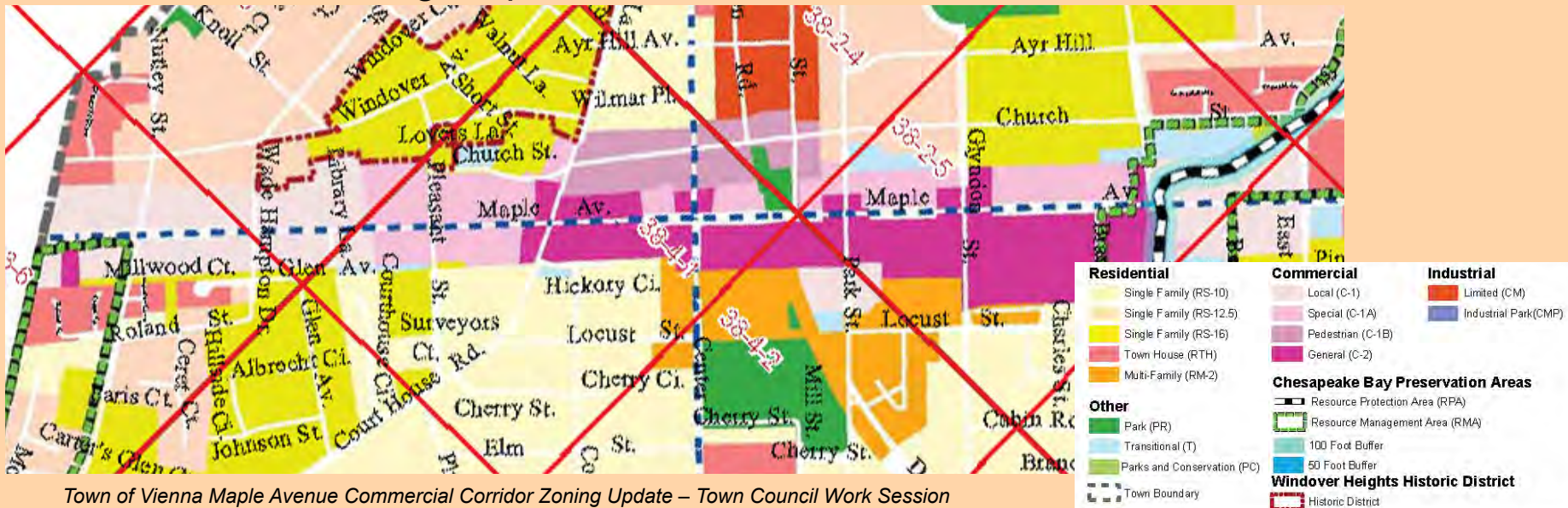
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Existing Land Use and Zoning on Maple Avenue

Town of Vienna Existing Land Use Map 08/10/12



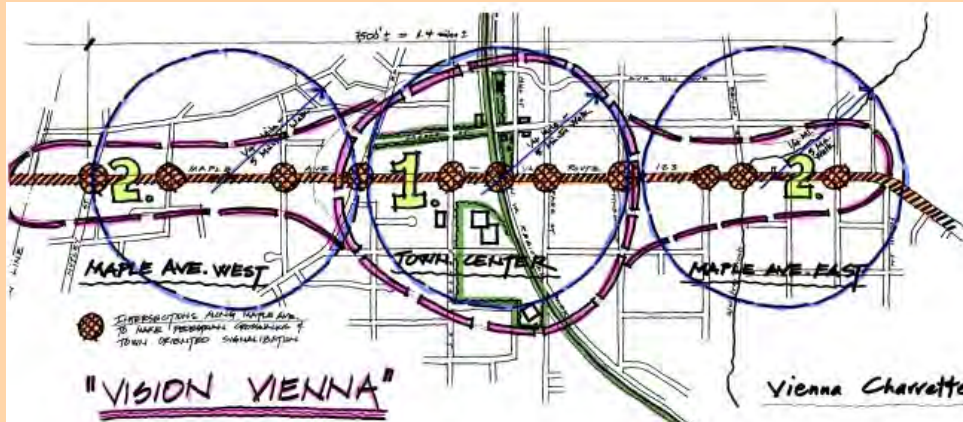
Town of Vienna Zoning Map 09/11/12



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Past Studies and Explorations on Maple Avenue

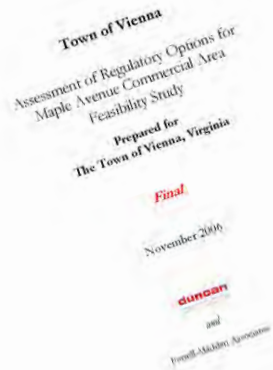
2001 – Vision Vienna



2010 – W/W Height/Setback Photo simulations



2006 – Duncan Report/Form Based Zoning



This report has focused on four different regulatory approaches that Vienna may consider as it decides how best to accommodate investment and redevelopment along Maple Avenue. It is difficult to point to one approach and say definitively, "This is what Vienna must do." The final solution will most likely incorporate elements from all four.

As mentioned in the opening of this report, a number of outstanding questions remain:

- Should new regulations promote/allow change and redevelopment, or preserve existing development patterns?
- How much of an increase in building height and intensity is appropriate?
- Is mixed-use (or increased residential) development desired in the target area?

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Findings from Site Explorations to Date

- 15 foot Setback from right-of-way may measure as much as 30 feet from back of curb
- 54 foot height build out along corridor is not probable due to parcel depth and parking requirements
- Maple Avenue pedestrian enhancement is possible, Maple Avenue traffic count is similar to pedestrian-oriented Washington Street in Old Town Alexandria
- Current parking standard is high compared to industry standard
- Insignificant increase in leasable area if only surface parking supplied
- Existing operations can be retained during site improvements with careful phasing strategies and support

Questions Raised in Steering Committee #1

Retail Viability

- This study is not a Market/Economic Study
- Health and Retention of Existing Retail
 - Current Vacancies and Rents
 - Need for lower level retail
- Is it possible to remain competitive without change?
 - Impact from Adjacent Retail Growth Areas
- How can the eclectic nature of the retailers and the varied buildings styles in the current corridor be retained?
- How can independent retailers be retained?

Traffic

- This study is not a Traffic Study
- **Through** traffic between Tysons and Reston – road width/number of lanes of Maple Avenue – capacity levels – keep at four lanes of through traffic
- **Local** – address through better park and shop strategies, inter-parcel connections, etc. to reduce friction and trip chain - Local use traffic – errands, shopping, professional services

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Questions Raised in Steering Committee #1

Parking

- Address parking - perceived shortage, location, shared experience

Neighborhood Compatibility

- Avoid looming commercial uses/garages over residential neighborhoods
- Transitional spaces between x and y uses/rear yard setbacks

Aesthetics

- Establish standards for new development
- Pedestrian enhancements

How to Measure Success

- Make changes focused on people and building community
- Measure how many more people are walking, biking, eating and shopping on the Maple Avenue corridor
- Measure the increase in mixed-use projects, in particular those that incorporate housing to serve empty nesters, young people, etc.

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Elements to be Addressed in Vision Statement

- Make Maple Avenue More Pedestrian Friendly/Address Aesthetics
- Incorporate Mixed-Use, including Residential
- Retain Eclectic Character of Offerings and Building Styles
- Protect Existing Neighborhoods
- Solve the Traffic and Parking Challenges
- Integrate Stormwater Management
- Modulate Density/Intensity along the Corridor
- Modulate Building Façade Location Relative to Maple Avenue
- Modulate Building Heights
- Other Issues
- Procedural Mechanisms

Make Maple Ave More Pedestrian Friendly/Aesthetics

Enhance Pedestrian Zone/Aesthetics	
Element	Possible Measures/Materials
Sidewalk Zone/Width	8'; 12'; 20'; 30'
	Variable: min & max
	Subdivide into zones for clear; seating; loading/furniture
Planting Zone/Width (street trees, etc.)	8'; 12'; location against curb? Street Tree Spacing: 30' - 40' OC
Pedestrian Pavement Materials	Brick (similar to existing), concrete/scoring; concrete pavers; mandate material use?
	Permeable pavers for bioinfiltration
Gathering Areas (outdoor dining/seating)	Mandate instead of allow?
Pedestrian Shading	Awnings, canopies, arcades
Signage	Limit pole signs and monument signs; only allow wall and projecting signs?
Other Items to Consider	



Seating/Gathering Area

Washington Street: Society Fair

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Precedents - Pedestrian Friendly Highly Trafficked Corridor



Washington Street, Old Town Alexandria

- 2 NB and 2 SB travel lanes
- Height limit = 50 feet (*Wash Street Guidelines*)
- 2 lanes of on-street parking
- Single parking lane converted to HOV during rush hour
- Traffic Count comparable to Maple Avenue - 36,000 AADT at Queen St/Nutley St

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Precedents - Pedestrian Friendly Highly Trafficked Corridor



Sidewalk Width and Building Setback Variations

Columbia Pike: Halstead Project

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Precedents - Pedestrian Friendly Highly Trafficked Corridor



Sidewalk Width and Building Setback Variations

Mount Vernon Avenue: Del Ray Apartments
Jefferson Davis Highway: Alexandria Firehouse



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Incorporate Mixed-Use, including Residential

Encourage Mixed-Use, including Residential	
Element	Possible Measures/Materials
Mandate Mixed-use	
Allow Multi-Family Stand-alone Residential Buildings	Abutting Maple Avenue corridor On sites bounding Maple Avenue, but facing SF residential
Limit Auto-oriented Uses	Prohibit on corner lots; apply to gas sales/auto service or sales/drive-through
Limit Large-format Retail Uses	Define – single tenant in 60k+gfa for example
Other Items to Consider	

Mixed Use with Residential

Suburban Chicago; Baldwin Park



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Incorporate Mixed-Use, including Residential



Mixed Use with Residential

Jeff-Davis Highway: Harris Teeter, Alexandria Fire House

Duke Street: Whole Foods

Mount Vernon Ave: Del Ray Apartments



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Retain Eclectic Character of Maple Avenue

Retain Eclectic Character-Commercial Offerings/Building Styles	
Element	Possible Measures/Materials
Vary min/max Lot Widths/Size	Limit width or parcel aggregation in certain areas; create incentives for varied building stock/style/build to line
Encourage Retention of Existing Building Stock (where/which?)	Avoid appearance of master planned corridor – such as Reston Town Center or Monument Avenue in Fairfax County
Establish Basic Building Material Standards (balance between eclectic vs. too similar)	Heavy below Lighter (stone below wood)
	No Material Changes at Corners (brick front/vinyl sides)
	Limits on EIFS within 2' of grade
	Prohibitions on certain materials (block, metal, vinyl, etc.)
Require Offsets/Projections	2' depth/projection every 20'
Require Roof Form	Parapet w/ dimensional cornice for flat roofs;
	Pitched roofs maintain 2+ pitches
Prohibit Prototypical Architecture	(standard franchise or corporate look)
Create Incentives for Varied Building stock/style/build to line?/ Don't mandate strict style set of build to line/ cornice/ parapet/building base, etc.	Difficult to achieve unless 'varied' is defined; goal is to have appearance of incremental growth vs. master planned appearance
Other Items to Consider	



Eclectic Building Style and Setback Variations

Mount Vernon Avenue, Del Ray

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Retain Eclectic Character of Maple Avenue



Eclectic Building Style and Setback Variations, Mount Vernon Avenue, Del Ray

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Protect Existing Neighborhoods

Protect Existing Residential Neighborhoods	
Element	Possible Measures/Materials
Step Commercial Building Heights back from SF Residential	
Like-to-like Requirements	If you face residential, must you be residential? (townhouse)
Locate Rear Alleys mid-block along Maple Ave.	Difficult to address on interior lots
Limit Heights to 2 stories within 100' of SF Residential	Current regs: 35 ft ht/25 ft rear yard setback; expand ratio for taller/deeper setback?

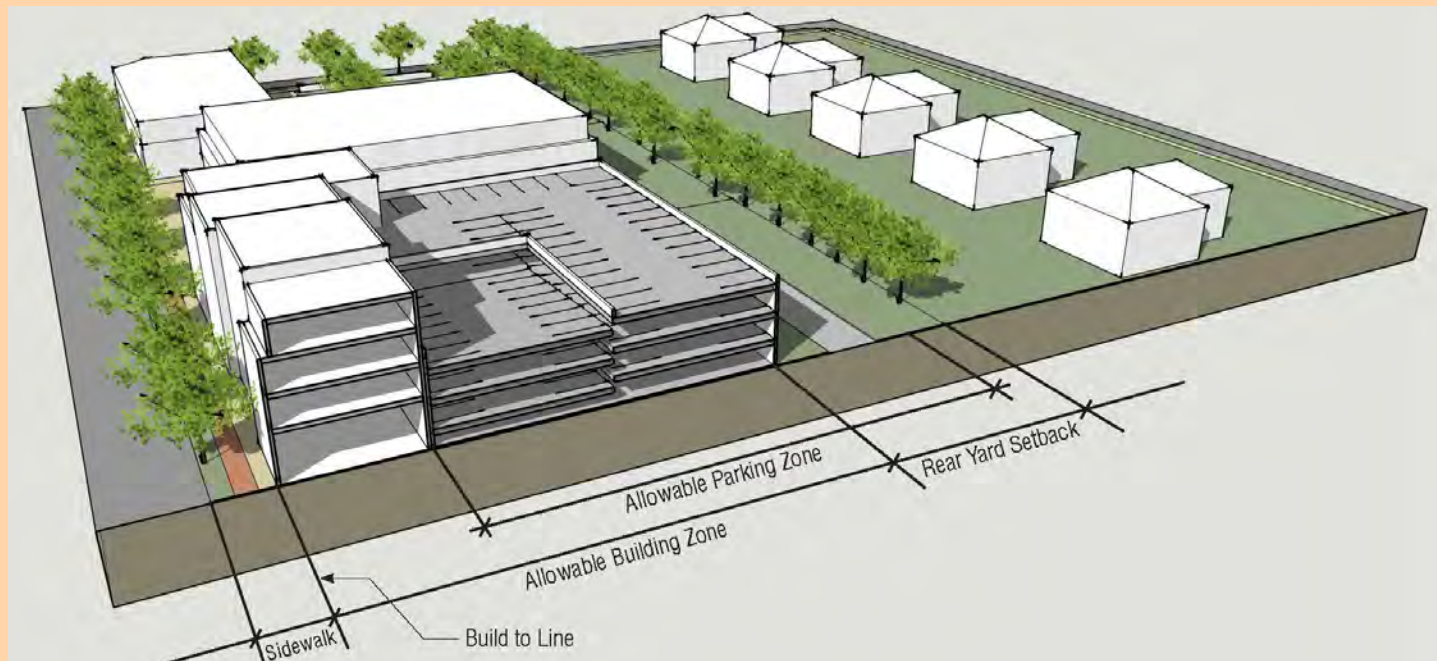


Diagram: Parking Garage wrapped by New Commercial, abutting Residential Use

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Protect Existing Neighborhoods



Garage abutting Single Family Residential Neighborhood

Columbia Pike: Halstead Project



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Protect Existing Neighborhoods



Garage abutting Single Family Residential Neighborhood

Columbia Pike: Penrose Square

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Protect Existing Neighborhoods



Parking Garages

- *Jeff-Davis Highway: Harris Teeter - entrance tucked midblock*
- *Glebe Road/Four Mile Run - poor form and screening*



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Protect Existing Neighborhoods

Protect Existing Residential Neighborhoods	
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Step Commercial Building Heights back from SF Residential	
Like-to-like Requirements	If you face residential, must you be residential? (townhouse)
Locate Rear Alleys mid-block along Maple Ave.	Difficult to address on interior lots
Limit Heights to 2 stories within 100' of SF Residential	Current regs: 35 ft ht/25 ft rear yard setback; expand ratio for taller/deeper setback?
Require Pitched Roofs within 100' of SF Residential	Pitch between 3 and 12
Prioritize Garage or Deck Parking Location	Standards set out priority listing of possible parking locations; with incentives for partnership/provision of spaces beyond need of project to include public parking spaces
Apply Operational Standards when abutting SF Residential	
Building Façade Material Requirements for Nonresidential uses facing SF Residential	Must maintain same materials as used on front
Limit Service Locations (trash, equipment)	Integrate such within building; loading dock does not face SF
Other Items to Consider	

Solve the Parking and Traffic Challenges

Address/Solve Traffic and Parking Challenges	
Element	Possible Measures/Materials
Limit Parking Location - options	No parking between building and Maple Avenue
	Allow some parking between building and street if building is 3 stories
	Limit % parking between building and street
	Permit one parking bay between building and street
Review and Adjust Parking Count Requirements in current code	Reduce for some uses, raise for others
	Parking caps for commercial uses
	Increase parking flexibility mechanisms; enhance shared parking standards, off-site parking, credit some on-street, valet/tandem
Provide Incentives for Provision of Public Parking/Structured Parking	



Parking adjacent to Sidewalk with Numerous Curb Cuts

Mount Vernon Avenue, Del Ray

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Solve the Parking and Traffic Challenges

Address/Solve Traffic and Parking Challenges

Element	Possible Measures/Materials
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Pavement Materials	Mandate pervious overflow parking
Incorporate Bike Parking	Apply to multi-family, institutional, commercial uses
Mandate Cross-access between Parking Lots	
Enhance Parking Lot Landscape	Perimeter screening, landscape islands, mandatory shading
Other Items to Consider	



Intense Bike Parking Examples

Europe

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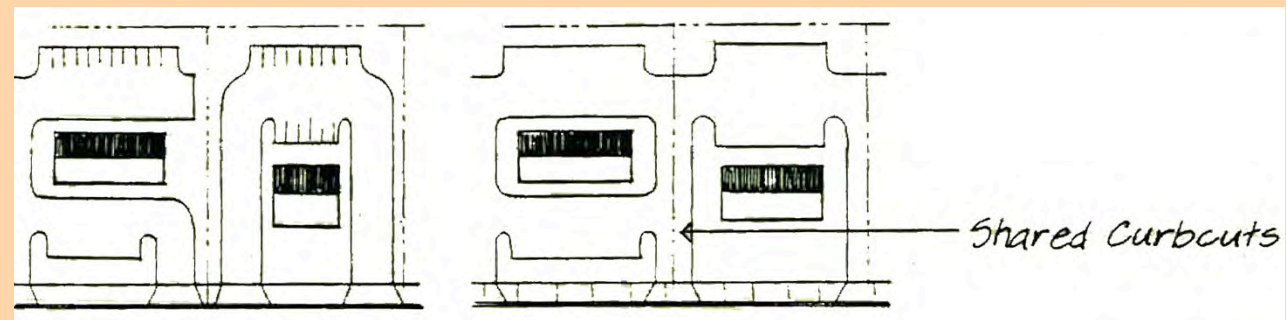
Solve the Parking and Traffic Challenges

Address/Solve Traffic and Parking Challenges	
Element	Possible Measures/Materials



Mandate Cross-access between Parking Lots	
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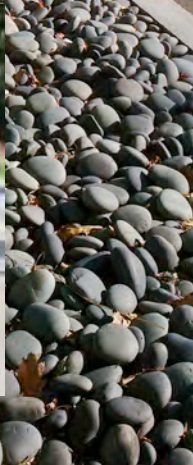
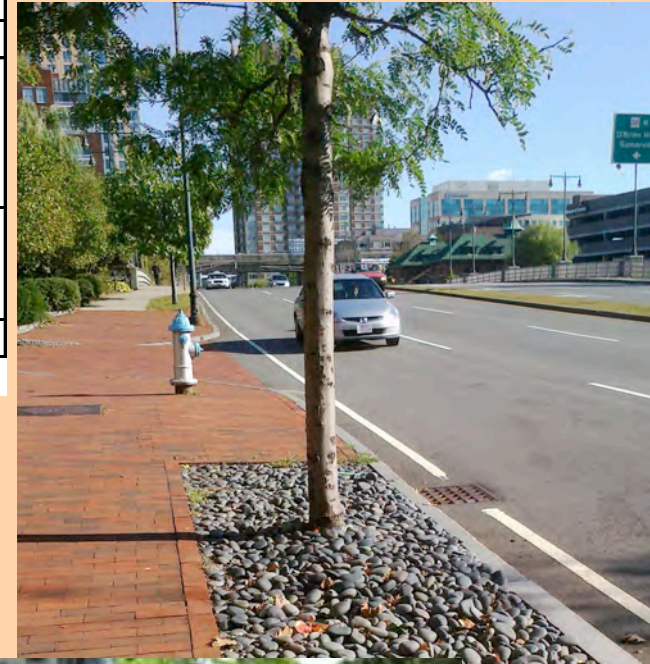
Diagrams of Cross-Access Alternatives



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Integrate Stormwater Management

Integrate Stormwater Management	
Element	Possible Measures/Materials
Pavement Materials	Permeable/concrete pavers/bricks/concrete/asphalt
Incorporate Comprehensive Stormwater Drainage within buildings, pavement and landscapes	
Incorporate Infiltration/Bio-retention Landscape Enhancements	Mandatory or Incentive-based?
Other Items to Consider	LEED; Sustainable Sites



Infiltration Streetscapes

Portland, OR; Cambridge, MA

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Modulate Density/Intensity along Maple Avenue

Modulate Density/Intensity along the Corridor	
Element	Possible Measures/Materials
Incorporate Increased Density Options along the Corridor without any reduction in current development potential	Density/intensity rises towards core
	Density/intensity rises on either side of core
	Other configuration?



Historic Core for
Town of Vienna



Legend

* Town Hall

Code for
Increased
Density

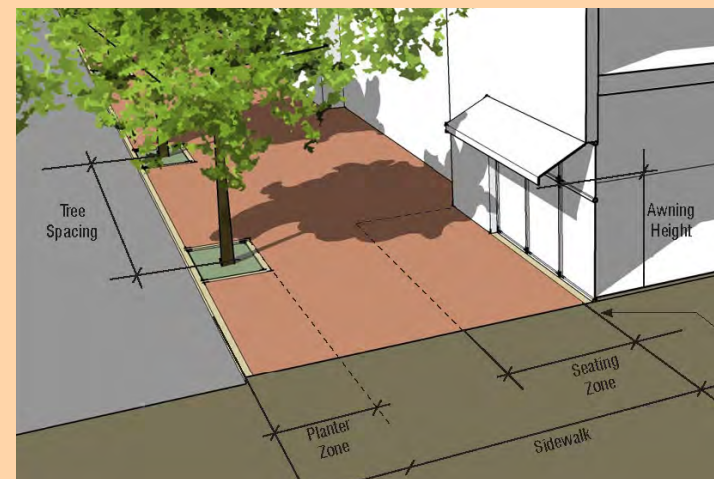
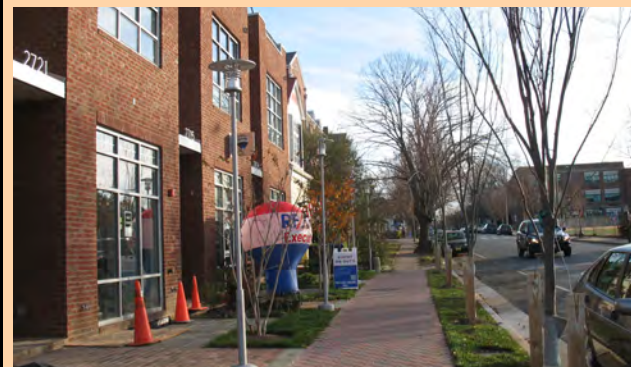
Retain
Existing
Code/
Density
Limits

Modulate Building Setbacks from Curb/Right-of-Way

Modulate Building Façade Location Relative to Maple Ave	
Element	Possible Measures/Materials
Building Front Setback (currently proposed at 15' from right-of-way)	Measure from Curb or from r-o-w
	Minimum?
	Maximum?
	Average? (Ex: Must be within 150% of the setback of average from neighbors)
Establish a Common Build to Wall Line vs. Mandating Build Wall Line Modulation	100% along ROW (<i>Gives more flexibility than modulation standard. Need to specify if area must be pedestrian gathering area or may be used for other features like parking</i>)
	85% along ROW
	50% along ROW
Relate Parking to Building Location within zone of development along the corridor: either W or V pattern	Are there areas/zones/ that will allow for a more suburban, lower density parking with some parking between Maple Ave and buildings and NO parking in urban core?

Varied Building Setbacks

Mount Vernon Avenue; Diagram; Duke Street: Residence Inn



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Precedents - Setbacks



Maple Avenue proposal

- 15' setback from **R-O-W line**/26' from **curb line** typically

Old Town Alexandria

- 15' - 20' average setback from **curb line** along Washington Street
- New construction in Old Town: 15' – 18' from **curb line** to building, allows for a 5 foot tree pit and six foot sidewalk/public way

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Modulate Building Setbacks from Curb/Right-of-Way

Modulate Building Façade Location Relative to Maple Ave

Element	Possible Measures/Materials
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*Glazing
Transparency*

Bethesda; Grand Rapids

Corner Entrance

Beaufort

Building Façade Treatment	Require storefront modulation; treatment on non Maple Ave frontage?
	Require story lines, cornices
	Parapets for screening roof equipment
1st floor Glazing/Transparency	50% of façade wall
	60% of façade wall
	70%+ of façade wall
Building Entry Location	Must face Maple Ave if fronts on Maple Ave
	Not required to face Maple Ave
	Located on corner on corner buildings
Other Items to Consider	

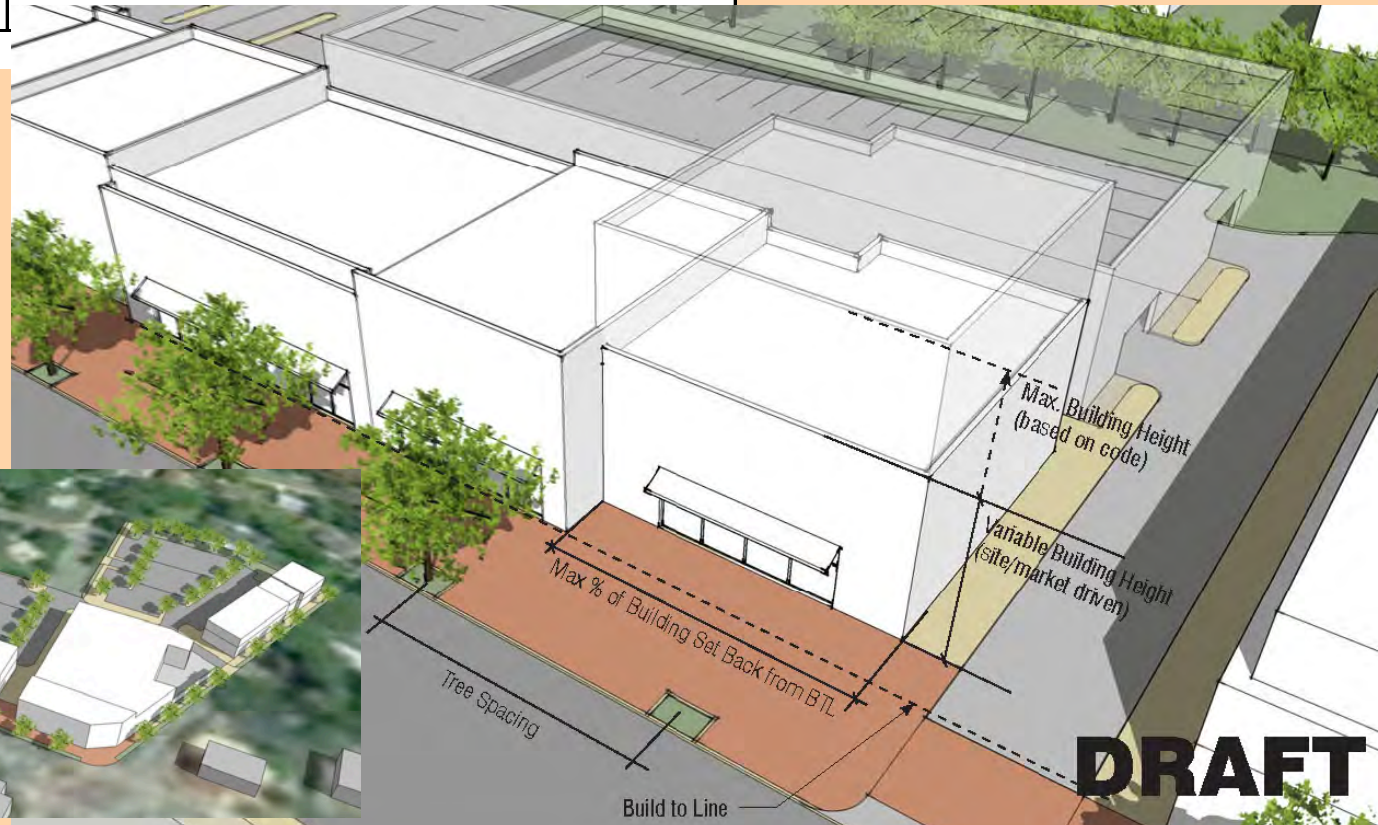


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Modulate Building Heights

Modulate Building Heights	
Element	Possible Measures/Materials
Building Height (currently proposed at 54' maximum)	Applied throughout corridor? Where?
	Applied only in certain locations? Where?
Establish Minimum Building Height	2 stories
	3 stories if you want parking in front of building
Make Use of Average Height	New buildings maintain heights within 150% of building heights on either side (not exceed 54')
Other Items to Consider	

Diagrams of Varied Building Heights and Modulated Setbacks



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Other Issues

Other Issues	
Element	Possible Measures/Materials
Lot Coverage	Establish maximums in commercial districts
	Allow higher coverage in designated higher intensity areas; lower outside; credit green roofs, permeable paving: LEED, Sustainable Sites, etc.
Access along Maple Ave	Remove obstacles, add incentives for access consolidation
Lot Size	Consolidation allowed; encouraged; prohibited; Discourage parcel aggregation in some areas?
Other Issues	



Exploration Example Drawn from Single Block, multiple ownership: 54' ht/15' setback; surface parking and structured parking
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Procedural Mechanisms

Procedural Mechanisms	
Element	Possible Measures/Materials
Town “pre-zones” Corridor	“Sets the table” for development
Require Rezoning for Redevelopment	Gives more control through proffers but removes predictability
Use C-1B Model	Bonuses allowed through agreement to proffer design controls
Flexibility	Parking; Alternative equivalent compliance Landscaping Lighting Fence height
	Administrative adjustment; Allows minor deviations in setbacks
Overlay Zone	Applied in addition to base zone standards
Base Zone District	Replaces base zoning
Other Items to Consider	

Exploration Example Drawn from Large, Singularly Owned Parcel: 54' ht/15' setback; structured parking; green gathering spaces



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Next Steps

- Determine Need for Next Steering Committee Meeting prior to Council Work Session
- Vienna Town Council Work Session – January 14, 2013